

LEO BURNETT U.S.A.

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Ad No. 2994—Reg. Blue—Platt #1—Reg. No. 99298—Page 475 (1977)—47g x 115g inches—National Magazine, 1977

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Come to Marlboro Country.

A black and white photograph of a cowboy on a white horse, set against a desert landscape with mountains in the background. The cowboy is wearing a dark cowboy hat, a light-colored shirt, and a dark vest. He is holding the reins of the horse. In the lower-left foreground, there is a pack of Marlboro cigarettes. The pack is white with a red band and the Marlboro logo. Two cigarettes are visible at the top of the pack. In the lower-right corner of the advertisement, there is a small black box with white text.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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